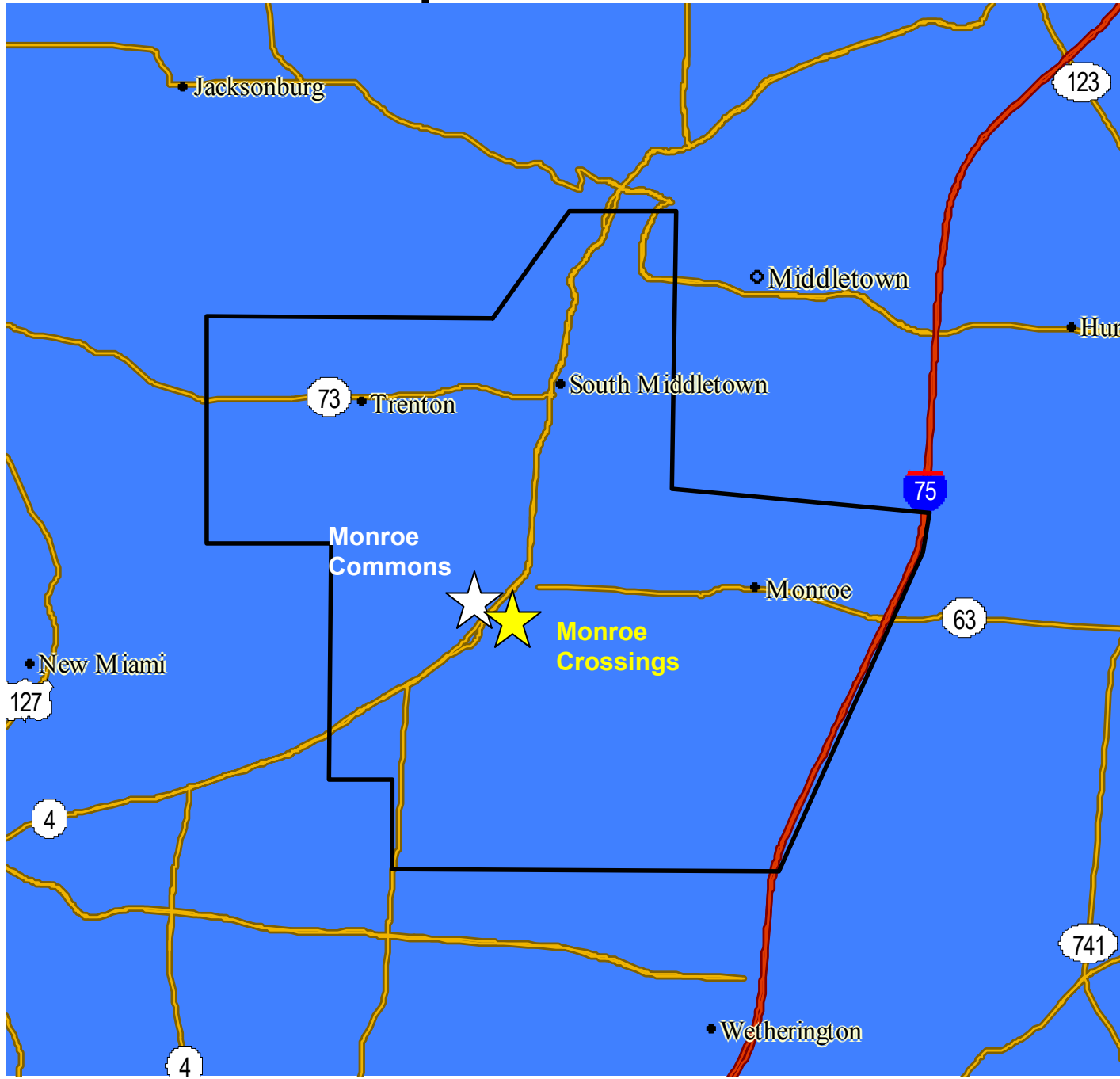


Proposed Trade Area



Monroe Commons and Monroe Crossings





Date: 08/30/06

Current Geography Selection: (1 Selected) Polygon: Proposed Trade Area for Monroe

Your title for this geography: Proposed Trade Area for Monroe

Current Index Base: Entire US

Demographic Detail Summary Report

Population Demographics

	1990		2000		2005		2010		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2005 to 2010
Total Population	33,795		38,132		42,039		45,666		12.8%	8.6%
Population Density (Pop/Sq Mi)	702.1		792.3		873.4		948.8		12.8%	8.6%
Total Households	12,096		14,163		16,029		17,804		17.1%	11.1%
Population by Gender:										
Male	16,162	47.8%	18,492	48.5%	20,495	48.8%	22,371	49.0%	14.4%	9.2%
Female	17,634	52.2%	19,641	51.5%	21,544	51.3%	23,295	51.0%	11.4%	8.1%

Population by Race/Ethnicity

Percent Change

	1990 Census		2000 Census		2005 Estimate		2010 Projection		1990 to 2000	2005 to 2010
White	29,558	87.5%	33,314	87.4%	36,159	86.0%	38,822	85.0%	12.7%	7.4%
Black	4,066	12.0%	3,941	10.3%	4,788	11.4%	5,694	12.5%	-3.1%	18.9%
American Indian or Alaska Native	53	0.2%	88	0.2%	212	0.5%	313	0.7%	67.0%	47.5%
Asian or Pacific Islander	79	0.2%	168	0.4%	289	0.7%	376	0.8%	113.5%	30.2%
Some Other Race	40	0.1%	154	0.4%	148	0.4%	139	0.3%	287.8%	-6.7%
Two or More Races			468	1.2%	442	1.1%	322	0.7%		-27.2%
Hispanic Ethnicity	153	0.5%	346	0.9%	484	1.2%	624	1.4%	126.6%	28.8%
Not Hispanic or Latino	33,643	99.6%	37,786	99.1%	41,555	98.9%	45,042	98.6%	12.3%	8.4%

Population by Age

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
0 to 4	2,699	8.0%	3,155	8.3%	3,293	7.8%	3,436	7.5%	16.9%	4.3%
5 to 14	5,420	16.0%	6,034	15.8%	6,121	14.6%	6,248	13.7%	11.3%	2.1%
15 to 19	2,532	7.5%	2,547	6.7%	2,664	6.3%	2,576	5.6%	0.6%	-3.3%
20 to 24	2,296	6.8%	2,162	5.7%	2,363	5.6%	2,275	5.0%	-5.8%	-3.7%
25 to 34	5,752	17.0%	5,655	14.8%	6,466	15.4%	7,560	16.6%	-1.7%	16.9%
35 to 44	4,761	14.1%	6,284	16.5%	6,164	14.7%	5,991	13.1%	32.0%	-2.8%
45 to 54	3,524	10.4%	4,647	12.2%	5,537	13.2%	6,021	13.2%	31.9%	8.7%
55 to 64	3,018	8.9%	3,081	8.1%	4,188	10.0%	5,395	11.8%	2.1%	28.8%
65 to 74	2,135	6.3%	2,420	6.3%	2,637	6.3%	3,250	7.1%	13.4%	23.2%
75 to 84	1,201	3.6%	1,447	3.8%	1,707	4.1%	1,890	4.1%	20.5%	10.7%
85+	458	1.4%	698	1.8%	884	2.1%	1,002	2.2%	52.4%	13.4%
Median Age:										
Total Population	32.0		34.2		35.2		36.2		7.0%	2.8%

Households by Income

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
\$0 - \$15,000	3,428	28.3%	2,241	15.8%	2,305	14.4%	2,344	13.2%	-34.6%	1.7%
\$15,000 - \$24,999	2,067	17.1%	1,610	11.4%	1,614	10.1%	1,579	8.9%	-22.1%	-2.2%
\$25,000 - \$34,999	2,064	17.1%	1,775	12.5%	1,756	11.0%	1,831	10.3%	-14.0%	4.3%
\$35,000 - \$49,999	2,293	19.0%	2,556	18.1%	2,713	16.9%	2,585	14.5%	11.5%	-4.7%
\$50,000 - \$74,999	1,717	14.2%	3,329	23.5%	3,706	23.1%	3,737	21.0%	225.3%	0.8%
\$75,000 - \$99,999	403	3.3%	1,598	11.3%	2,184	13.6%	2,611	14.7%	296.3%	19.6%
\$100,000 - \$149,999	82	0.7%	787	5.6%	1,305	8.1%	2,308	13.0%	860.9%	76.8%
\$150,000 +	40	0.3%	266	1.9%	446	2.8%	808	4.5%	574.2%	81.2%
Average Hhld Income	\$31,776		\$49,658		\$57,519		\$63,894		56.3%	11.1%
Median Hhld Income	\$27,476		\$42,888		\$47,565		\$53,654		56.1%	12.8%
Per Capita Income	\$11,465		\$18,444		\$22,510		\$25,504		60.9%	13.3%

Employment and Business

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Age 16 + Population	25,192		28,386		32,018		35,393		12.7%	10.5%
In Labor Force	15,630	62.0%	18,135	63.9%	20,545	64.2%	22,748	64.3%	16.0%	10.7%
Employed	14,322	91.6%	17,197	94.8%	19,392	94.4%	21,495	94.5%	20.1%	10.8%
Unemployed	1,292	8.3%	911	5.0%	1,122	5.5%	1,223	5.4%	-29.5%	9.0%
In Armed Forces	7	0.0%	28	0.2%	30	0.1%	30	0.1%	305.8%	1.5%

Not In Labor Force	9,562	38.0%	10,250	36.1%	11,444	35.7%	12,614	35.6%	7.2%	10.2%
Number of Employees (Daytime Pop)					11,525					
Number of Establishments					1,020					
Emp in Blue Collar Occupations			8,667	50.4%						
Emp in White Collar Occupations			8,530	49.6%						

Housing Units

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Total Housing Units	12,796		15,309		17,130		19,009		19.6%	11.0%
Owner Occupied	7,968	62.3%	9,736	63.6%	10,924	63.8%	12,035	63.3%	22.2%	10.2%
Renter Occupied	4,129	32.3%	4,427	28.9%	5,105	29.8%	5,768	30.3%	7.2%	13.0%
Vacant	700	5.5%	1,146	7.5%	1,102	6.4%	1,206	6.3%	63.7%	9.4%

Vehicles Available

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Average Vehicles Per Hhd	1.80		1.60		1.90		2.10		-8.2%	15.3%
0 Vehicles Available	1,230	9.5%	1,336	9.4%	1,151	7.2%	1,018	5.7%	8.7%	-11.5%
1 Vehicle Available	3,594	27.7%	4,294	30.3%	5,335	33.3%	6,293	35.4%	19.5%	18.0%
2+ Vehicles Available	8,166	62.9%	8,532	60.2%	9,542	59.5%	10,493	58.9%	4.5%	10.0%

Marital Status

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Age 15+ Population	25,677		28,943		32,610		35,961		12.7%	10.3%
Married, Spouse Present	14,850	57.8%	15,975	55.2%	17,909	54.9%	19,043	53.0%	7.6%	6.3%
Married, Spouse Absent	426	1.7%	1,207	4.2%	1,458	4.5%	1,940	5.4%	183.4%	33.1%
Divorced	2,819	11.0%	3,512	12.1%	3,945	12.1%	4,541	12.6%	24.6%	15.1%
Widowed	2,111	8.2%	2,125	7.3%	2,282	7.0%	2,395	6.7%	0.7%	4.9%
Never Married	5,471	21.3%	6,124	21.2%	6,936	21.3%	7,931	22.1%	11.9%	14.3%

Educational Attainment

	1990 Census		2000 Census		2005 Estimate		2010 Projection		Percent Change	
									1990 to 2000	2005 to 2010
Age 25+ Population	20,849		24,234		27,582		31,172		16.2%	13.0%
Grade K - 8	2,407	11.6%	1,337	5.5%	1,030	3.7%	720	2.3%	-44.4%	-30.2%
Grade 9 - 12	4,362	20.9%	3,991	16.5%	4,136	15.0%	4,067	13.1%	-8.5%	-1.7%
High School Graduate	7,962	38.2%	9,569	39.5%	12,768	46.3%	16,405	52.6%	20.2%	28.5%
Some College, No Degree	3,147	15.1%	4,847	20.0%	4,832	17.5%	4,776	15.3%	54.0%	-1.2%
Associates Degree	937	4.5%	1,190	4.9%	1,181	4.3%	1,147	3.7%	27.0%	-2.9%
Bachelor's Degree	1,373	6.6%	2,239	9.2%	2,669	9.7%	3,081	9.9%	63.1%	15.5%
Graduate Degree	658	3.2%	928	3.8%	966	3.5%	977	3.1%	41.1%	1.1%
No Schooling Completed			133	0.6%						

Current year data is for the year **2005**, 5 year projected data is for the year **2010**. More About Our Data.

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